

EVENT GUIDE

MAY 5, 2009

ALASKA MARKETPLACE



Investing in
Alaska's Best Ideas





(l-r) Al Bolea, Julie Kitka, George Cannelos and Linda Nickell
at the inaugural Alaska Marketplace Competition

WELCOME!

Dear **Alaska Marketplace** Finalists, Judges and Guests,

I am pleased to welcome you to the 4th **Alaska Marketplace** Competition! This is a unique opportunity for you to participate and meet the Finalists as they display their innovative ideas and compete for award money to transform their dreams into reality.

This round, we've maintained our **Innovations for Thriving Communities** theme, with five subthemes: Affordable Energy, Practical Use of New Technology, Innovative Ideas to Reduce the Cost of Living, Investing in People, and Rural Housing of the Future. Similar themes of innovation and energy have been woven throughout AFN's biggest undertakings of 2008 and 2009.

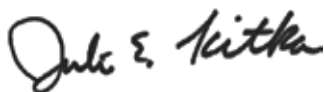
Our 27 Finalists were selected from a pool of over 100 applicants. Each of their ideas embodies the theme and purpose of the competition. The judges will evaluate their ideas based on innovation, sustainability and profitability, job creation and Alaska cultural heritage.

With three successful Competition events, the **Alaska Marketplace** has infused over \$1.5 million into Alaska's economy. This competition will distribute \$300,000 more today.

AFN could not be as successful without our Investing Partners. These organizations have shown tremendous commitment to fostering prosperity in our communities and in the state of Alaska as a whole. Through their generous support of a wide array of AFN programs, Investing Partners help make our initiatives possible, which in turn create real, significant improvements in people's lives.

On behalf of the Alaska Federation of Natives Board of Directors and Staff, thank you for participating in the 4th **Alaska Marketplace**. Enjoy!






Warm regards,



Julie E. Kitka, *President*



ALASKA MARKETPLACE

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
REVEAL	ELABORATE	PREPARE	COMPETE	WIN
				
Explain your great idea through the Innovative Idea Application.	Expand upon your idea with a Plan & Budget.	Craft a visual presentation of your idea using photos, models—be creative!	Showcase your idea.	Win seed money, mentorship, guidance, publicity and more!

The *Alaska Marketplace* competition was established to revitalize the economies of rural Alaska by fostering innovation and business creation, while promoting Alaska's unique cultural heritage. Participants come together from across Alaska to compete for funding to grow rural businesses and stimulate economic development in rural Alaskan communities.

For three years now, the *Alaska Marketplace* competition has inspired innovation and stimulated Alaska's economy—giving away over \$1.5 million to some of Alaska's most creative entrepreneurs. It has become an important part of the **Alaska Federation of Natives'** education, health and economic prosperity programs, established to promote public sector reform alongside private sector development.

The 2006 inaugural competition received more than 170 concept papers from a broad range of communities, from the remote villages of Savoonga on St. Lawrence Island, to the regional hubs of Nome, Bethel, Dillingham and Cordova. 43 finalists competed. 22 entrepreneurs shared an award pool of \$500,000, with prizes ranging from \$8,000 to \$50,000.

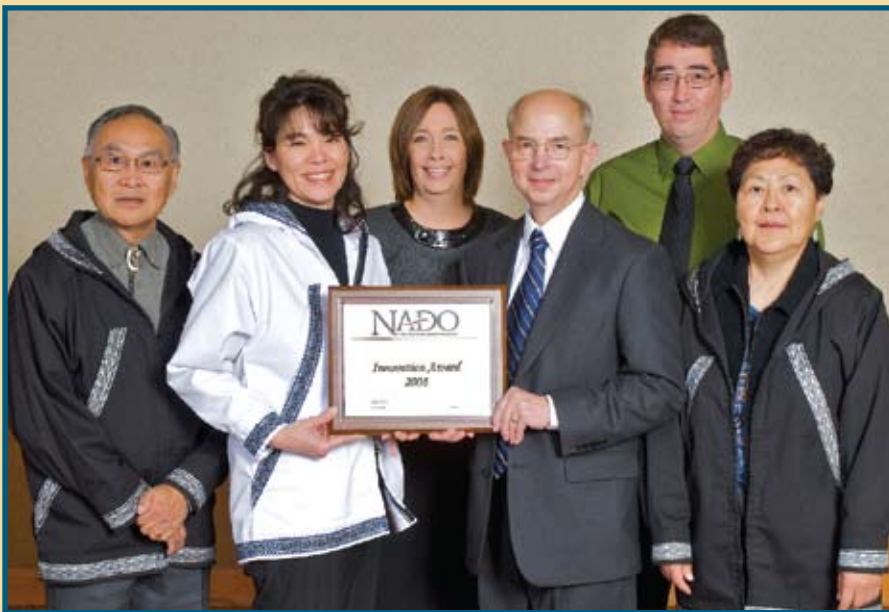
Building on the phenomenal success of 2006, the *Alaska Marketplace* launched its second competition in May 2007. 306 eligible Business Idea Applications poured in from across the state. The assessors selected 61 finalists to advance to the judging phase of the competition. During the 2007 AFN Convention in October, 21 finalists were awarded \$700,000, with awards ranging from \$15,000 to \$60,000.

PROVEN SUCCESS

The third Competition was announced on July 7, 2008 with submissions due by September 1, 2008. 136 eligible Business Idea Applications were received from across the state. 42 finalists competed during the 2008 AFN Convention at the ConocoPhillips Atrium. 11 winners were awarded funding, from \$9,315 for *Tundra Woodworks* in Chevak to \$46,575 to *A Cut Above Quilting* to Barbara Ramos in Bethel.

The *Alaska Marketplace* has brought together a broad spectrum of partners from across the state—civil society groups, social entrepreneurs, government agencies, academics, and private sector professionals. As a result, the competition benefits from multiple funding agreements and numerous in-kind partnerships.

This competition generates ideas, encourages creative solutions in a difficult economic climate and motivates participants into taking action to expand economic opportunities in rural Alaska. We look forward to honoring our 4th group of winners tonight!



In 2008, the Alaska Marketplace and the Denali Commission proudly accepted a National Association of Development Organizations (NADO) Innovation Award.

EVENT SCHEDULE

10:00 AM–4:00 PM **Marketplace Open to the Public**

10:00 AM **Opening Ceremony**
Introduction of Judges

Andrew Teuber, *Director*, AFN Board of Directors

Arliss Sturgulewski, *Chair*, Alaska Marketplace Judges

10:45 AM **Judges Visit Finalists' Displays**

12:00 NOON **Lunch Break**

1:00 PM **Judges Visit Finalists' Displays**

4:00 PM **Marketplace Closes**

6:30 PM–8:30 PM **Marketplace Reception**

★ **Award Ceremony**

★ **People's Choice Awards**



2008 Alaska Marketplace Competition Event

People's Choice Award



You be the judge!

Vote for your favorite
Alaska Marketplace finalists
to help them win \$1,000 each!

**Choose winning projects
in three categories:**

- Best Display
- Most Innovative
- Best Exemplifies Cultural
& Traditional Values

Pick up your ballot at the
Information Table anytime during
the Alaska Marketplace event.
One ballot per person, please!



WINNERS WILL BE ANNOUNCED AT THE ALASKA MARKETPLACE RECEPTION TONIGHT!

FINALISTS

Affordable Energy

Rural Electric Vehicle Utilization Project

Michael Golub, *Dillingham*

Shorty's Shop Incinerators

David Salzburn, *Bethel*

The Biomass Bag

Peter J. Olsen, *Kodiak*

Practical Use of New Technology

Aleutian Peninsula Broadcasting Wind Energy

Kells Hetherington, *Sand Point*

Native News Program and Website

Phillis Spencer-Belz, *Anchorage*

Snowflake Media

Kendra Nichols, *Nome*

Wolf Pack Industries—eCommerce Model

Jason Currier, *Unalakleet*

The Speed Bearing for ATVs

John Phillips, *Perryville*

Innovative Ideas to Reduce the Cost of Living

Cordova Greens

Ellen Americus, *Cordova*

Fish Scraps to Dog Food

Johnny Roberts, *Fort Yukon*

Kuskokwim River Fisheries Micro Fish Processing Plant

Francis Reich, *Bethel*

Ruby Freezer to Rootcellar Project

Ed Sarten, *Ruby*

Salmon By-Product Utilization for Regional Agricultural Project

Izetta Chambers, *Naknek*

Yukon Winter Transport

Nate Endicott, *Fort Yukon*

Investing in People

Alaska Yukon River Expeditions

Shirley Cleaver, *Galena*

Birch Water

Martin Kelly, *Pilot Station*

Fresh Water Seal Watching

Bertram Foss, *Iliamna*

Gwich'in Yukon Flats Fur and Skin Tannery

Bentley Solomon, *Fort Yukon*

Igyan Eco Tours

Juliana Zacharof-Wagner, *St. Paul*

Kanektok River Adventures (KRA)

Warren Jones, *Quinhagak*

The Dancing Kuspuk

Cynthia Fancyboy, *Pilot Station*

Rural Housing for the Future

Building Kobuk River Cabins and a Community

Eva Sheldon-Mandregan, *Anchorage/Kobuk*

Gwich'in Tribal Heating Alternative

John Hardy, *Fort Yukon*

Husky Insulation Wraps

Jack Zayon, *Anchorage/NANA Region*



2008 Alaska Marketplace Competition Event

Project Summaries

Affordable Energy

Innovative ways to implement affordable, renewable and alternative energy sources

Rural Electric Vehicle Utilization Project

This project is to enable “RevUp,” a nonprofit corporation, to help solve rural Alaska ground transportation issues by supporting three initiatives: to convert non-running (junk) vehicles to electric drive; to use wind and solar electric generation to power cars; and to train rural residents to convert vehicles to electric drive. This will provide added life to junk cars by turning waste into a useful, cost effective and environmentally clean product.

FINALIST **Michael Golub**, *Dillingham*

Shorty's Shop Incinerators

Short's Shop proposes to sell locally manufactured landfill incinerators to the Yukon Kuskokwim Delta villages without landfill disposal systems. Currently, almost half of the 56 villages in the Yukon Kuskokwim Delta have no landfill incineration systems. Trash in landfills is burned in an uncontained manner or simply blown around the community creating an unclean environment and a fire hazard.

FINALIST **David Salzburn**, *Bethel*

A 2008 finalist pitching his project to a judge





An artist working in a two-time Alaska Marketplace winner's shop

The Biomass Bag

The Biomass Bag plans to reduce the economic and logistical barriers of transporting woody biomass fuels in remote locations throughout Alaska. The long-term goal is to annually replace one million gallons or more of heating oil consumption in Kodiak with wood form as biomass fuel and to produce a long-term supply of wood fuel at a price that encourages investment in wood type heaters and creating jobs in the production and renovation sectors.

FINALIST **Peter J. Olsen**, *Kodiak*

Tallying votes



Project Summaries continued

Practical Use of New Technology

Practical use of new technology to create village enterprises, such as use of cell phones or digital media

Aleutian Peninsula Broadcasting Wind Energy

The Aleutian Peninsula Broadcasting Wind Energy project would power 830AM KSDP radio with a wind turbine. The turbine would be built one hundred feet from the transmitter site and meet up to 90% of the station's energy needs. When the wind is not blowing, a battery backup would provide power to the radio station. The Project would purchase a wind turbine, provide local employment and save the radio station money.

FINALIST **Kells Hetherington, *Sand Point***

Native News Program and Website

Native News is a nonprofit Alaska Native news program and website which would focus on rural Alaska issues. Each show will have podcasts downloaded via the Internet from villages across Alaska. The project plans to promote training and education for a better tomorrow for all Alaska Natives and the communities they live in.

FINALIST **Phillis Spencer-Belz, *Anchorage***

Finalists at the 2008 Alaska Marketplace Event



Snowflake Media

Snowflake Media is a small video production business. Through various media, they plan to connect with community members, surrounding communities and the world. The project plans to house its business in the Bering Straits and Nome Region. With two employees, the business will produce approximately 10 video products as well as sell stock video footage on the Internet.

FINALIST **Kendra Nichols**, *Nome*



The Honorable
Lisa Murkowski
interviewing a
2008 finalist

Wolf Pack Industries—eCommerce Model

Wolf Pack Industries is operating an electronic or “virtual store,” i.e. a garage sale or flea market that can help sell items that one may not know what to do with. At their virtual store, they plan to list and sell items for a percentage of the final selling price.

FINALIST **Jason Currier**, *Unalakleet*

The Speed Bearing for ATVs

The patented new invention “speed bearing” is a solution to common problems experienced by ATV owners when traveling in rural areas. The “speed bearing” replaces the regular ATV wheel bearing with a modified part. This project has made modest progression in the advancement of the idea, and confronts many obstacles that are typical with new inventions.

FINALIST **John Phillips**, *Perryville*

Project Summaries continued

Innovative Ideas to Reduce the Cost of Living

Such as cooperatives or various sharing arrangements that have practical results and can be replicated in other communities and possibly scaled up

Cordova Greens

The goal is to provide locally and organically grown produce to citizens and restaurants in Cordova. Currently, there are no local commercial produce growers in Cordova, all produce is flown or shipped in. This project aims to provide fresher and healthier products, eliminate transportation costs, create employment and serve as an educational resource about ecologically sustainable farming practices for the community.

FINALIST **Ellen Americus**, *Cordova*

Fish Scraps to Dog Food

This idea is to use high quality protein salmon by-products to help dog mushers with the high cost of feeding their dogs. In the Yukon Flats Region, there are approximately 500 dogs. This product would be readily available to dog owners in the region, saving them the high cost of shipping and transportation expenses associated with bringing in food from outside of the region.

FINALIST **Johnny Roberts**, *Fort Yukon*

An Alaska Marketplace winner at work





A 2007 finalist's project site

Kuskokwim River Fisheries Micro Fish Processing Plant

The goal is to construct a micro fish processing and storage facility in Bethel. This Plant will capitalize on the newly developed Alaska State Department of Fish and Game's "Catcher/Seller Commercial Fish Permit." High quality fish species will be processed locally through an "approved" micro fish processing facility, which will create much needed long-term employment for Bethel and surrounding villages.

FINALIST **Francis Reich, Bethel**

Ruby Freezer to Rootcellar Project

This project would clean and renovate the community freezer and bury it underground for a community root cellar as recommended by the University of Alaska, Fairbanks. This will reinvent how food storage has been used for thousands of years in Alaska by Alaska Natives. Using this method will reduce food storage costs, increase subsistence food storage and enable bulk food purchases for storage, saving money and electricity costs.

FINALIST **Ed Sarten, Ruby**

Chair of the Alaska Marketplace Judges interviewing a 2008 finalist



The Honorable Don Young with a 2008 finalist



Project Summaries continued



A 2008 Alaska Marketplace winner's project site

Salmon By-Product Utilization for Regional Agricultural Project

The objectives of the proposed project are to reduce the amount of waste discharged into the Naknek River and to utilize fish waste to produce valuable agricultural fertilizer that is high in proteins and micronutrients. The fertilizer will be applied to local soils in the Bristol Bay Region in order to initiate an agricultural demonstration project to produce crops that will be sold within the Region.

FINALIST **Izetta Chambers**, *Naknek*

Yukon Winter Transport

The objective is to create a sustainable overland winter freight company for the community of Fort Yukon. The goal of the business is to provide employment and reduce the cost of living by transporting freight along the Yukon River to Circle, which is connected to the road system, which in turn, would reduce transportation costs.

FINALIST **Nate Endicott**, *Fort Yukon*

Investing in People

Innovative ideas to encourage life-long learning and enable people to thrive in a rapidly changing world, full of hope and optimism

Alaska Yukon River Expeditions

The goal of this project is to bring the tourism market to the Yukon-Koyukuk Region. This is an untapped resource currently not available and will provide a unique and innovative trip of a lifetime. The objective is to share the Koyukon Athabaskan culture while aboard an adventurous riverboat tour for a number of days. Clients will travel the Yukon River by way of riverboat to visit traditional fish camps, hike for artifacts, enjoy scenic wildlife views and partake in various recreational activities.

FINALIST **Shirley Cleaver**, *Galena*

Birch Water

Birch water is a nutritional organic drink from an all-natural base, tapped from birch trees within pristine locations in Western and Central Alaska during the spring. The buckets of birch water collected are safely homogenized to ensure the best quality; the treated Birch water is bottled in sanitized, recycled 8 oz. and 12 oz. glass containers which are capped and stored to maintain freshness and its own sweet and distinct flavor.

FINALIST **Martin Kelly**, *Pilot Station*



Tallying
winning votes

Project Summaries continued

Fresh Water Seal Watching

The primary objective of this project is to offer sightseeing tours by boat to watch the fresh water seals on Lake Iliamna, the largest lake in Alaska and the second largest lake in the United States. Lake Iliamna lies in the middle of the Lake Clark Region, covers 1,115 square miles and is world-renowned for its Sockeye Salmon and prized Rainbow Trout. Fresh water seals are very rare and the ones on Lake Iliamna are the only fresh water seals in Alaska.

FINALIST **Bertram Foss, Iliamna**

Gwich'in Yukon Flats Fur and Skin Tannery

A local tannery is being proposed to not only revive a tradition that is slowly diminishing, but also financially help unemployed participants. It would also showcase the art of tanning to visitors and tourists, and be a place where artists can sell their handicrafts. With today's technology, it would also be advertised for profit in a partnership with individuals who participate and are informed of the project.

FINALIST **Bentley Solomon, Fort Yukon**

Iqyan Eco Tours

The project objective is to expand and promote local sustainable businesses by reviving their cultural heritage, which has been diluted for multiple generations through assimilation efforts. The buildings of the Iqyan (Kayaks or skin boats) are vessels that are more than equipped to be used in an economic business venture.

FINALIST **Juliana Zacharof-Wagner, St. Paul**



The 2008
Alaska Marketplace
Award Ceremony



A 2007 Alaska Marketplace winner's project

Kanektok River Adventures (KRA)

KRA provides a full-service base camp for international archaeologists and offers a wide range of eco-tourism experiences for visitors to Western Alaska. The primary customers will be archaeology students in university programs, such as the University of Aberdeen in Scotland. Climate change, rising waters, and erosion are threatening to eradicate a millennium of Yupik cultural history in the Yukon/Kuskokwim Delta, and this project will preserve and catalog that culture.

FINALIST **Warren Jones, Quinhagak**

The Dancing Kuspuk

The Dancing Kuspuk is a subsidiary of Pilot Station Traditional Council and was formed in 2007. The business will sell traditional kuspuks, the hooded pullover garment worn mainly during the summer months by men, women, and children, while conducting subsistence activities, such as drying salmon and collecting edible plants and berries. These garments are also used in traditional dancing performances.

FINALIST **Cynthia Fancyboy, Pilot Station**

Project Summaries continued

Rural Housing for the Future

Incorporating energy efficiencies and new cost-effective designs in innovative ways which celebrate traditional cultures and promotes community pride

Building Kobuk River Cabins and a Community

The goal of this project is to build cabins using alternative energy solutions along the Kobuk River. There are currently zero cabin rentals on the Kobuk River. Employment will be created by hiring local residents from the villages of Kobuk, Amber and Shungnak to build the cabins, and hiring tour guides for hunting, fishing, and sightseeing. The Great Western Arctic Caribou Herd crosses annually by the thousands and river fishing is rich and abundant, which would be significant tourist attractions.

FINALIST **Eva Sheldon-Mandregan, Anchorage/Kobuk**



A two-time award winner at work



A 2007 finalist at work

Gwich'in Tribal Heating Alternative

The objective of this project is to purchase a wood pellet making machine along with wood pellet burners, and implement them into Tribal Government facilities to cut down on operating costs. After prolonged use and proven results, community members will be compelled to buy their own burners for home use. This will provide homeowners an option for cheaper and cleaner heating solutions to help with the rising oil costs in Fort Yukon, one of the coldest spots in Alaska.

FINALIST **John Hardy**, *Fort Yukon*

Husky Insulation Wraps

Rural Alaska residents face high fuel prices to heat their homes. Many of the homes can increase their R-Value by increasing the insulation of the home; ultimately saving homeowners much needed money. Working with communities, they plan to seek local employees to install the insulation and provide energy raters to rate the homes and help homeowners to qualify for weatherization or rebate programs.

FINALIST **Jack Zayon**, *Anchorage/NANA Region*

Alaska Marketplace Judges

Ms. Arliss Sturgulewski, *Chair*
Alaska Marketplace Judges

Mr. Chuck Coulson, *President*
BP Pipelines (Alaska) Inc.

Ms. Cindy Bailey, *Director*
Regional Government & Community Relations
BP Exploration (Alaska) Inc.

Mr. Roger D. (Dale) Summerlin, *Vice President*
Exploration & Land
ConocoPhillips Alaska, Inc.

Mr. Geoffrey A. Haddad, *Vice President*
Health, Safety, Environment & Training
ConocoPhillips Alaska, Inc.

Mr. Krag Johnsen, *Chief Operating Officer*
Denali Commission

Mr. Greg Timbers, *Sector Coordinator*
Maintenance & Projects Commercial Team
Alyeska Pipeline Service Company

Mr. Andy Teuber, *President*
Kodiak Area Native Association & Member
AFN Board of Directors

Ms. Sarah Scanlan, *Deputy Director*
RurAL CAP

Ms. Kristel Komakhuk, *Development Manager*
First Alaskans Institute

Mr. Mike Harper,
Deputy Director of Rural Energy
Alaska Energy Authority

Mr. Charles Parker, *President & CEO*
Alaska Village Initiatives

Mr. Adrian Lecornu, *Member*
Haida Corporation Board of Directors

Ms. Carol Daniel, *Former General Counsel*
Alaska Federation of Natives

Mr. Dean "Bear" Baker, *Dean*
College of Business & Public Policy
University of Alaska



2007 Alaska Marketplace Judges

Alaska Marketplace Reception

Join us in honoring the 4th Alaska Marketplace Award Winners!



Tonight–Tuesday, May 5
6:30 PM–8:30 PM
ConocoPhillips Atrium

Featuring the
*Alaska Marketplace
Awards Ceremony*

& Announcing the
Winners of this year's
People's Choice Award



Thank You

A Very Special Thank You

Ann Peltier, ConocoPhillips Alaska

Renee McCormick, ConocoPhillips Alaska

Mark Allred, Denali Commission

Thank You To Our Assessors

Dorothy Larson, Bristol Bay Native Corporation

Matthew Tullar, Small Business Development Center

Shirley Kelly, U.S. Department of Commerce

Gene Kane, U.S. Department of Agriculture

Mary Pete, University of Alaska, Bethel Campus

Rachael Morse, RurAL CAP

Vanessa Norman, Chugach Alaska Corporation

Nels Andreassen, Institute of the North

Stephanie Thompson, Alexander Creek, Inc.

Tim Anderson, Chugach Regional
Resources Commission

Jennifer Cesar, U.S. Department of the Interior,
Office of Indian Energy & Economic Development

Reynee Athanas, University of Alaska, Bethel Campus

Jason Evans, Financial, Inc.

Debra Call, Alaska Native Heritage Center

Mark Allred, Denali Commission

Connie Fredenberg, TDX Power

P.J. W-Bell, Alaska Summit Enterprise, Inc.

Marvin Adams, National Capitol, LLC

Terry Reeve, University of Alaska, Fairbanks,
Alaska Sea Grant



2008 People's Choice Award Winner

Thank You

Thanks to Our Technical Assistance Workshop Providers

Laura White-Ritchie, Consultant

Linda Ketchum, Entrepreneurship Training Coordinator,
U.A. Center for Economic Development

Eric Downey, Client Relations Manager,
Alaska Manufacturing Extension Partnership, Inc.

Sarah Scanlan, Deputy Director, RuRAL CAP

Heather Heineken, Business Advisor,
Alaska Small Business Development Center, U.A.F.



A 2007 winning invention

A 2008 award winner



The Alaska Marketplace

thrives because of the generous contributions of our partners.

Thank you!





ALASKA FEDERATION OF NATIVES
1577 C STREET, SUITE 300
ANCHORAGE, ALASKA 99501
WWW.NATIVEFEDERATION.ORG

Produced by Kathleen Russell Consulting